WEBSITESMART™

Improving the MTD parts lookup on your site

Effective with the November 2013 update, ARI and MTD have made it easier for you to access MTD data by consolidating the White Outdoor catalog with MTD.

At the end of February 2014, we will globally disable access to White Outdoor as a separate catalog on your site. If you currently subscribe to White Outdoor, you may need to modify your website. Our goal is to provide you with enough time to make the necessary changes you need so that your site continues to operate seamlessly.

Keep the following check list in mind to ensure that your website continues to operate seamlessly for your customers.

- ✓ Redirect links to the correct brand
- ✓ Modify pricing to accommodate the merged catalog
- ✓ Map brand codes to your business management system
- ✓ Remember that search engine results may not function correctly until your site is re-indexed

Redirect links to the correct brand

When you set up your website, you may have created brand specific links to the OEM parts finder. These links allow users on your site to directly link to a pre-selected brand or model within the parts finder. Your website already includes some basic brand specific links. For example, when a user clicks **OEM Parts** in the top menu bar, then selects **White Outdoor**, the OEM parts finder automatically pre-selects White Outdoor as the manufacturer.

You can create links like this in multiple areas of your site. When you do this, you minimize the number of clicks users need to find the right information. **If you have created your own brand-specific links to White Outdoor, you will need to re-direct those links to the MTD brand**.

Modify pricing to accommodate the merged catalog

When you disable White Outdoor as separate brands, pricing is another item you will want to check on your website to ensure that any unique pricing rules you have set for White Outdoor now applies to the MTD catalog. You can modify your pricing by accessing the **OEM Parts**, then **Brand Settings** section of your administration tool by:

ARI NETWORK SERVICES, INC
10850 W. Park Place • Suite 1200
Milwaukee, WI 53224
414.973.4300 • Fax: 414-973-4357
www.arinet.com

CALIFORNIA
6101 Ball Road • Suite 309
Cypress, CA 90630
714.220.6300 • Fax: 714.821.3906

MINNESOTA
50 BELOW, AN ARI COMPANY
5 West 1st Street, Suite 302
Duluth, MN
866.88.1615 • Fax: 218.722.7546

INDIANA
4620 Williamsburg Station Rd
Floyds Knobs, IN 47119
866.951.6686

VIRGINIA
2900 Sabre Street • Suite 50
Virginia Beach, VA 23452
757.233.8301 • Fax: 757.233.8300

ARI EUROPE B.V.
Schipholweg 101L • 2316 XC
Leiden | The Netherlands
31 71 524 8030 • Fax: 31 71 524 8060
www.arinet.eu

- using a price file upload template to upload multiple parts
- using a matrix to set a dataset specific or global percentage-based price increase
- editing a part's individual price

Keep the following items in mind to manage your pricing.

If you're …..	***You'll need to make sure that….***
Uploading a price file template	You use MTD in the BrandName column for White Outdoor parts to correctly apply pricing to these parts. All other part information contained within the template should still apply.
Editing prices using the matrix	The pricing you apply to MTD also applies to White Outdoor.
Editing individual parts	You select MTD to search for White Outdoor parts

For more information on how to manage your pricing, refer to the *Custom Parts Pricing manual* available within the Training Center section of your Administrative Home page.

Mapping brand codes to your business management system

WebsiteSmart has the capability to integrate to select Business Management Systems (BMS). If your website integrates with your BMS, make sure you are using the correct MTD (MTD) brand codes. Our Compass Partners were notified of this consolidation, so that they can also update their systems accordingly. However, you may need to make minor changes on your end.

Search engine results may temporarily not function correctly

Since you've made changes to your site, search engines will need to re-index your site to display the correct data. This means that when you disable White Outdoor as a separate catalog on your website, the cached pages and links that display on the search engine results pages will temporarily not function. This also applies to any analytic tools you are using on your site, since you will receive messages about an increase in crawl errors as the search engine spiders attempt to load pages and parts diagrams that are no longer present. These errors will go away as the search engines re-index your website.

Frequently Asked Questions

We just reviewed four key items that you'll want to check to make sure that your website continues to operate seamlessly. Below are some additional questions you may still have regarding these catalog changes.

How will I access White Outdoor after November?

When we updated the November 2013 MTD data, White Outdoor was made available and updated

within the MTD dataset. The separate White Outdoor was not updated. You can access White Outdoor from the MTD brand. When you select MTD, users can then search by Model, Part or Product to find the information you need.

We recommend that you disable White Outdoor as a separate catalog as soon as possible to minimize any operational inefficiencies that may occur.

Will White Outdoor still display as a separate catalog on my website after November?

Yes, temporarily. At the end of February 2014, we will globally disable access to White Outdoor as separate catalogs on your site. Our goal is to provide you with enough time to make the necessary changes you need so that your site continues to operate seamlessly. We encourage you to disable White Outdoor as a separate catalog before the end of February. To disable the catalog from displaying, follow the instructions below.

1. Log into your WebsiteSmart administration tool.
2. Click **OEM Parts**, then **Manage Lines** to access the Parts: Non-Exclusive Domains page.
3. Click the Edit icon under the Action column to access the Parts: Lines page.
4. Select **White Outdoor** from the Brand selection drop-down to display the available product lines.
5. Click the checkboxes within the Disable column to remove the catalog and its associated product lines from displaying on your site. Once selected, the changes automatically save.
6. Repeat steps 4 and 5 to remove any additional brands from displaying.

Does my subscription pricing change?

Yes. At the time of renewal, your White Outdoor subscription will be included in your MTD subscription.

Will combining this data impact the integration to my Business Management System (BMS)?

The White Outdoor (WHT) brand code that you use to integrate with your BMS will no longer exist on your website at the end of February when we disable White Outdoor as a separate catalog. You will need to make sure that you are using MTD's brand code (MTD) instead.

Who can I call if I have any more questions?

Please contact the ARI technical support team at 800-558-9044 if you need additional assistance.

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